

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising the steps of:

selecting ~~a plurality of one or more~~ evaluators to rate ~~the~~ a document;

passing the document to the ~~plurality of one or more~~ evaluators ~~for ratings~~;

receiving rating information associated with ~~contents of the~~ a document from ~~the~~ one or more evaluators;

~~identifying at least one trust score, wherein the at least one trust score is associated with a specific one of the one or more evaluators;~~

~~determining an aggregate rating for the document based on the rating information and the at least one trust score;~~

receiving a signal relevant to a criteria; and

determining whether to deliver the document in response to the signal based on the criteria and the ~~rating information from the one or more evaluators~~ aggregate rating.

2. (Cancelled)

3. (Original) The method of claim 1, wherein the signal is a request received from an entity, the entity is associated with a suitability standard, and the determining action comprises determining whether the document satisfies the suitability standard.

4. (Cancelled)

5. (Currently Amended) The method of claim 3, further comprising:

~~determining an aggregate rating based on the rating information; and~~

selecting the electronic document based on the aggregate rating and the suitability standard.

6. (Original) The method of claim 3, further comprising:
storing the suitability standard in a database; and
processing the database to determine the suitability standard.

7. (Cancelled)

8. (Currently Amended) The method of claim 7 1, wherein the at least one trust score is based on the geographical location of the ~~associated~~ specific one of the ~~plurality of~~ one or more evaluators.

9. (Currently Amended) The method of claim 7 1, wherein the at least one trust score is based on one or more prior content ratings received from the ~~associated~~ specific one of the ~~plurality of~~ one or more evaluators.

10. (Currently Amended) The method of claim 7 1, wherein the at least one trust score is based on an industry associated with the ~~associated~~ specific one of the ~~plurality of~~ one or more evaluators.

11. (Currently Amended) The method of claim 7 1, wherein the at least one trust score is based on a rating deviation of an evaluator, wherein the rating deviation is based on a comparison of (i) rating information for one or more documents received from the evaluator and (ii) rating information for the one or more documents received from one or more other evaluators.

12. (Currently Amended) The method of claim 7 1, wherein at least one trust score is based on a rating deviation of an evaluator, wherein the rating deviation is based on a

comparison of (i) rating information for one or more documents received from the evaluator and (ii) aggregate ratings for the one or more documents.

13. (Currently Amended) The method of claim 7 1, wherein the at least one trust score of an evaluator is based on rating information previously received from the specific one of the one or more evaluators evaluator for one or more documents.

14. (Currently Amended) The method of claim 7 1, further comprising:
determining one or more revised trust scores for one or more of the plurality of one or more evaluators; and
determining a revised aggregate rating based on the one or more revised trust scores.

15. (Currently Amended) The method of claim 7 1, wherein at least one of the plurality of trust score scores is based on at least one of the geographical location of the associated evaluator specific one of the one or more evaluators and prior rating information received from the evaluator specific one of the one or more evaluators.

16. (Original) The method of claim 1, wherein the document is an advertisement.

17. (Original) The method of claim 1, wherein the document comprises at least one of a web page, content that can be used in a web page, and a program.

18. (Currently Amended) The method of claim 1, further comprising: the action of selecting a plurality of one or more evaluators to evaluate the document.

19. (Currently Amended) The method of claim 18, wherein the plurality of one or more evaluators are selected using a random selection algorithm.

20. (Original) The method of claim 1, wherein the criteria comprises a sensitivity score.

21. (Currently Amended) The method of claim 1, further comprising: receiving new rating information for the document; and processing the new rating information to determine a revised rating associated with the document.

22. (Original) The method of claim 1, wherein the aggregate rating comprises one or more subject ratings, each associated with an evaluation criterion.

23. (Original) The method of claim 22, wherein the evaluation criterion comprises at least one of sexual content, violent content, adult content, and targeted age.

24. (Original) The method of claim 1, wherein the aggregate rating comprises a quantity.

25. (Original) The method of claim 1, wherein the aggregate rating comprises a mean of the rating information.

26. (Original) The method of claim 1, wherein the aggregate rating comprises a mode of the rating information.

27. (Original) The method of claim 1, wherein the aggregate rating comprises a median of the rating information.

28. (Currently Amended) The method of claim 1, wherein the request is received by at least one of a content provider and a user.

29. (Currently Amended) A computer-readable medium encoded with computer program code to rate an electronic document, the program code effective to perform the following:

select a plurality of one or more evaluators to rate ~~the~~ a document;
pass the document to the plurality of one or more evaluators ~~for rating~~;

receive rating information associated with the content of the a document from the one or more evaluators;

identify at least one trust score, wherein the at least one trust score is associated with a specific one of a plurality of evaluators;

determine an aggregate rating for the document based on the rating information and the at least one trust score;

receive a signal relevant to a criteria; and

determine whether to deliver the document in response to the signal based on the criteria and the rating information from the one or more evaluators aggregate rating.

30. (Currently Amended) A system comprising:

selecting means for selecting a plurality of one or more evaluators to rate the a document;

passing means for passing the document to the plurality of one or more evaluators for rating;

rating receiving means for receiving rating information associated with a content of the a document from the one or more evaluators;

identifying means for identifying at least one trust score, wherein the at least one trust score is associated with a specific one of a plurality of evaluators;

determining means for determining an aggregate rating for the document based on the rating information and the at least one trust score;

signal receiving means for receiving a signal relevant to a criteria; and

determination means for determining whether to deliver the document in response to the signal based on the criteria and the rating information from the one or more evaluators aggregate rating.

31. (Currently Amended) A system comprising:

a selecting device that selects a plurality of operable to select one or more evaluators to rate the a document;

a passing device that passes operable to pass the document to the plurality of one or more evaluators for rating;

a rating receiving device that receives operable to receive rating information associated with a content of the a document from the one or more evaluators;

an identification device operable to identify at least one trust score, wherein the at least one trust score is associated with a specific one of a plurality of evaluators;

a determination device operable to determine an aggregate rating for the document based on the rating information and the at least one trust score;

a signal receiving device that receives operable to receive a signal relevant to a criteria; and

a determination device that determines operable to determine whether to deliver the document in response to the signal based on the criteria and the rating information from the one or more evaluators aggregate rating.

32. (Currently Amended) A method comprising the steps of:

selecting a plurality of evaluators to rate the a document;

passing the document to the plurality of evaluators ~~for rating~~;

receiving rating information for an electronic associated with a content of the document from a the plurality of evaluators, wherein at least one each evaluator is associated with a trust score; and

determining an aggregate content rating for the electronic document based on the rating information and the trust score associated with each evaluator by aggregating the rating information from at least two of the plurality of evaluators, wherein the rating information for at least one evaluator is considered in association with the trust score for that evaluator.

33. (Cancelled)

34. (Cancelled)

35. (Cancelled)